



**ASICS ACCEPTING NEW APPLICATIONS FOR THE ASICS
ACCELERATOR PROGRAM 3.0 TO PROMOTE NEW BUSINESS CREATION
WITH STARTUPS**



ASICS has begun to accept new applications for the ASICS Accelerator Program 3.0, its business partnership collaborative accelerator program for startups. The ASICS Accelerator Program 3.0 is managed jointly by ASICS Corporation and ASICS Ventures Corporation. The program, which solicits proposals from startups, will be running for the fifth time following the TENKAN-TEN™ program held twice in Europe and the ASICS Accelerator Program held twice in Japan.

The theme of ASICS Accelerator Program 3.0's search this year is *"Sports - 3 Years From Now."* Now that many people are realizing again the power and potential of sports after global sporting events held last summer in light of the pandemic and societal changes, the ASICS Accelerator Program is reopening for soliciting new application and welcoming proposals from entrepreneurs to create value together to shape the future of sports.

Applications from potential candidates will be solicited from December 20, 2021 through February 14, 2022, and after a first

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(written application) and second round (interview) of screening, startups will be selected to participate in Demo Day, which will be held in June 2022. Selected proposals will proceed to the Proof of Concept stage.

ASICS collaborated with the 2019 Grand Prize Winner ORPHE Inc. to jointly developed the EVORIDE™ ORPHE smart shoe, which provides feedback on changes in foot movement in real time. The EVORIDE ORPHE launched in July 2020. Also, ASICS and ORPHE are launching effort to quantify improvement results for osteoarthritis of the knee with smart shoes in December 2021 and intend to continue to collaborate.

As society and the environment undergo rapid changes, it is critical that ASICS bolsters both its in-house research and development and also actively seeks promising expertise from outside in order to offer products, services, and an environment that contributes to improving more people's health conditions from both mind and body perspective. ASICS Group wishes to achieve sustainable growth by partnering with startups that would create new value and innovation.

Outline of the ASICS Accelerator Program 3.0

<Program name>

ASICS Accelerator Program 3.0

<Application period>

December 20, 2021 - February 14, 2022







<Theme>

"Sports - 3 Years From Now"

Ideas for products and services that use ASICS' technology and



brand to contribute to shape a future of sports.

Examples of proposal : Wide variety of innovative proposals would be acceptable. However, a couple of examples are illustrated as below.	
Example 1 : Ideas that support and provide the new experience to the people and team who are engaged in sport	 Sports players (e.g. Athlete, Team, People who love sports)  Support member of sports (e.g. Coach, Sports trainer, Teacher)  Enhance sports fan-engagement (e.g. Watching experience, Online-cheering)  Venue of sports (e.g. Gym, Stadium, Ground)
Example 2 : Ideas of new technology or market that create the possibility of new sports	 New technologies such as Blockchain / XR (such as VR, AR)  E-sports / Urban sports (e.g. Skateboarding)  Kids (Ideas for making sports more attractive to kids)  Femtech (New opportunities for women's athlete or sports participants)

<Eligibility standards>

Companies less than 10 years old, with incorporation completed, product service completed, and service development goals defined as of the time of program.

<ASICS Accelerator Program official site>

https://corp.asics.com/en/ventures/accelerator_program/

<Explanatory meeting>

An explanatory meeting regarding the program will be held for startups at an online meeting via Zoom. We will announce the details later on the ASICS Accelerator Program official site.

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